

# WaterSense® Awards

## Instruction Manual

The U.S. Environmental Protection Agency's WaterSense program is pleased to recognize the accomplishments of its partners. Partners in each category contribute to our shared mission of protecting the future of our nation's water supply by promoting water-efficient practices and technologies.

To apply for a WaterSense award, please complete the following steps:

- 1. Ensure Eligibility.** To be eligible for an award, you must have become a WaterSense partner prior to January 1, 2008. In addition, you must have submitted your 2008 WaterSense annual update. This annual update requirement does not apply to irrigation partners.
- 2. Complete the Awards Application Form.** Please fill out the brief application form, including your contact information, award category, eligibility confirmation, and a description of your organization.
- 3. Compose a Written Statement.** Please prepare a short, written statement that addresses each of the evaluation criteria for your award category. Your written statement should be no more than five (5) pages in length. (Please organize and label your responses to coincide with the evaluation criteria categories). **Your responses should only address WaterSense-related efforts and accomplishments that you conducted in 2007.**
- 4. Compile Supporting Materials.** Please include sample or supporting materials that clearly demonstrate how your organization has supported the WaterSense program mission. The materials should complement your written statement and provide WaterSense with tangible examples of your outreach activities. Please refer to the category-specific instructions for your sector for a list of examples.
- 5. Submit Two (2) Copies of the Complete Award Application Package.** Mail two (2) copies of your complete application package, including the application form, written statement, and sample or supporting materials to:

WaterSense  
c/o ERG  
2300 Wilson Blvd., Suite 350  
Arlington, VA 22201

Your application package must be **postmarked no later than April 4, 2008.**

If you have questions, please contact the WaterSense Helpline by e-mail at [watersense@epa.gov](mailto:watersense@epa.gov) or by calling toll free: (866) WTR-SENS (987-7367).

The public reporting and recordkeeping burden for information collection requirements associated with the Awards Application for each respondent is estimated to be 21 hours. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments on the Agency's need for this information, the accuracy of the provided burden estimates, and any suggested methods for minimizing respondent burden, including through the use of automated collection techniques to the Director, Collection Strategies Division, U.S. Environmental Protection Agency (2822T), 1200 Pennsylvania Ave., NW, Washington, D.C. 20460. Include the OMB control number in any correspondence. Do not send the completed form to this address.

# WaterSense Promotional Partner of the Year

## Instructions

Please compose your written statement by addressing each of the following evaluation criteria based on your activities in 2007. Organize and label your statement using the categories listed below (e.g., "Education and Outreach Activities"). In total, your written statement must be no more than five (5) pages in length, not including sample or supporting materials.

To strengthen your application:

- Include measurable results wherever possible. For promotional partners, this might include the number of brochures distributed, value of media impressions, value of incentives, and estimated impact.
- Include sample or supporting materials in your application package to thoroughly demonstrate your accomplishments. For promotional partners, sample materials might include sample brochures, articles, newsletters, or other materials showcasing the WaterSense marks, etc.
- Organize your written statement to address the evaluation criteria and avoid double counting your activities across categories.

WaterSense will evaluate your application based on your written statement in response to the criteria below. The point values following each category indicate the maximum potential value for all activities within that category.

## Evaluation Criteria

### 1. *Education and Outreach Activities* (70 points)

- Describe how you conducted (including quantity and reach) WaterSense-related **consumer and/or member outreach activities**. For example, this may include developing Web sites, writing and publishing newsletters, managing listservs, using bill stuffers, producing public signage, and organizing events that promoted water efficiency and the WaterSense marks.
- Describe how you conducted WaterSense-related **media activities** (including quantity and reach) that resulted in increased public awareness about water efficiency and the WaterSense program. For example, this may include pitching public service announcements, creating and/or publishing articles or advertisements in newspapers, journals, or broadcast media that promoted water efficiency and the WaterSense marks.

### 2. *Measurable Results* (20 points)

- Describe how you measured the effectiveness of your activities to promote WaterSense.
- Demonstrate how you have increased awareness of the need for water efficiency and/or the WaterSense brand.

### 3. *Strategic Collaboration* (10 points)

- Describe how you have collaborated with manufacturers, retailers, builders, and other groups to promote WaterSense messages. Include how your organization selected potential partners and the value the collaboration brings to the WaterSense program and water-efficiency efforts in your region.

### 4. *Incentive Programs* (10 bonus points)

- Describe relevant incentive programs your organization sponsored or promoted, which encouraged consumers to purchase WaterSense labeled products.
- Highlight quantifiable details. For example, this may include the number of times you offered incentives, the number of recipients participating in incentive programs, the value of your incentives, and the number of products the incentives covered, etc.